

Paramount Sleep Unveils Redesigned East Coast Luxury Collection For Summer Las Vegas Market

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NORFOLK, Va. (July 12, 2024) — Paramount Sleep Company will unveil its newly enhanced east coast luxury collection during the Las Vegas Market, July 28–August 1, featuring special components including locally sourced, pure Virginia cotton.

The redesigned 2024–2025 Paramount Collection celebrates the four generations of timeless craftsmanship and family ownership that built the brand from a local mattress factory into a state-of-the-art manufacturer with additional alliance manufacturing facilities strategically located across the country.

Handcrafted in the USA, the new Paramount Collection proudly features Virginia sourced cotton in every mattress. Third-generation owner and managing director Richard Diamonstein was instrumental in developing the close collaboration with the Virginia Department of Agriculture and a local gin mill to bring forth the collection’s use of 100% pure Virginia white fluffy cotton, traceable directly from the fields of Suffolk, Virginia.

“American consumers will love the story of the Paramount Collection. We are the first domestic mattress manufacturer to use locally grown, harvested and processed cotton from our home state of Virginia. To fully appreciate the natural breathability and superior comfort

that Virginia cotton offers, we made it the primary cushioning material in every Paramount mattress,” said Richard Fleck, president of Paramount Sleep Company.



This Paramount collection includes other premium materials and components making a true luxury mattress line, such as a silk-wool cashmere blend cover with 100% New Zealand wool and cashmere for moisture-wicking benefits and long-lasting cool sleep.

It also offers natural latex quilted zoned lumbar for targeted support and reduced body impression, plus hand-tufting to provide enhanced support and long-term durability. Specialty materials including GOLS certified latex and high-density gel memory foam are among the best in comfort layers.

The collection is comprised of seven mattresses with distinctly designed feels to suit individual comfort preferences. The line’s model names reflect the Diamonstein family history and company roots in Virginia. Suggested retail price range of \$1,999-\$4,999, queen mattress only.

Showcasing at the upcoming summer market in C-1595 (shared space with Purecare and Knickerbocker), the new Paramount Sleep Collection will be offered at market with hot floor sample discounts and a stock discount. Orders are ready to ship within two weeks.

Stay up-to-date on the upcoming Las Vegas market: [Purecare’s New Sleep Essentials Aimed To Take Retail Off Snooze.](#)